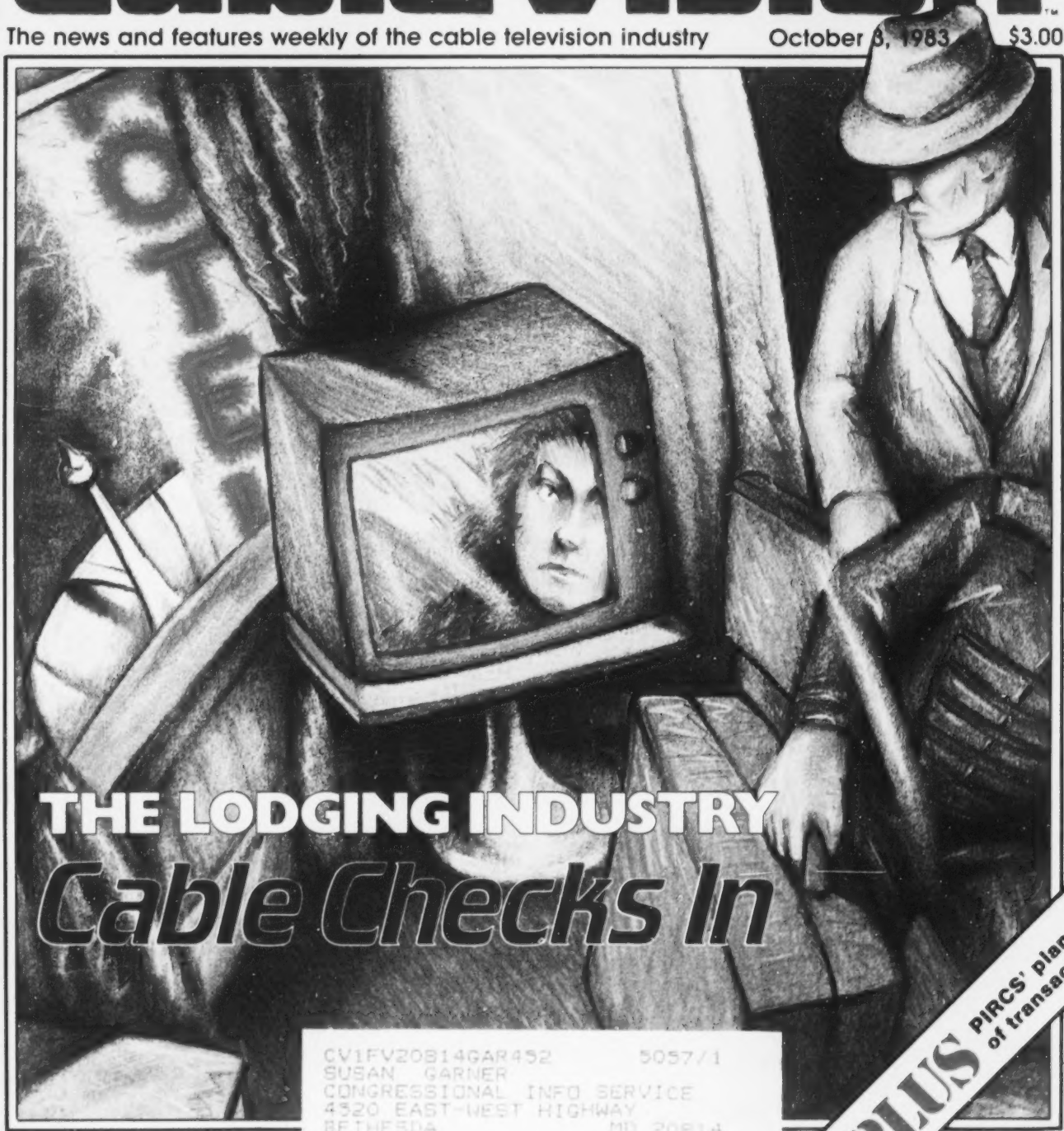
Dear Diary, Today I watched two new services on cable TV. They

- Arbitron two-way cable tests diary methods
- Weather Channel wins MSO fee support
- BBC, ITV dismiss U.K. cable threat
- PRISM goes STV in Philly area

CableVision

The news and features weekly of the cable television industry October 3, 1983 $3.00



THE LODGING INDUSTRY
Cable Checks In

PLUS PIRCS' plan of transaction

CV1FV20814GAR452 5057/1
SUSAN GARNER
CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

CableVision October 3, 1983. Volume 9, Number 5

Between the lines/5
CableScope/11
Newswire/12
Update/16
Leading the week/18
Programming/25
Advertising/26
CableVision Plus/27
Business/51
Government & law/56
Technology/57
People/60
Events/61
Classifieds/62
Advertisers' index/65
From Washington/69
Cable stats/70
Parting words/74

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MSOs say they'll pay

More than a dozen MSOs tell The Weather Channel they'll pay for carriage of the 24-hour service. Landmark Communications readjusts carriage rate to the benefit of system operators. **Leading the week, pages 18-21.**

No fear of cable in U.K.

Representatives from British broadcasting concerns tell the Royal Television Society they have little to fear from the first decade of cable in the U.K. **Leading the week, pages 18-21.**

CRT in court

The cable industry squared off with the Copyright Royalty Tribunal and copyright owners as oral arguments were presented in cable's appeal of the CRT's distant signal rate increase. **Leading the week, pages 18-21.**

RCA Cablevision folds

RCA Cablevision Systems, a full-line supplier of hardware and turnkey services, is going out of business. RCA cited a lack of industry standards for converters as the reason; but there was speculation that product quality and reliability may have hurt RCA as well. **Leading the week, pages 18-21.**

Two-way measures audience

Arbitron will initiate a test procedure this fall using two-way cable to compare the effectiveness of electronic audience measurement to the standard diary response methodology. **Leading the week, pages 18-21.**

PRISM aiming at Philly

After eliciting support from Pennsylvania Pay TV, PRISM prepares to break into STV and Philly market this Nov. 1. FCC approval however, is needed before 24-hour transmission of signal within a 60-mile radius of the city can begin. **Page 25.**

On the ropes

Eastman CableRep considers imminent withdrawal from cable rep business; some criticize firm's selling methodology as inopportune. **Page 26.**

WASEC forms new unit

A new leader, David Hilton, takes over helm of recently formed WASEC affiliate sales and marketing operating unit. **Page 26.**

Lamenting guide's demise

Eulogies and speculation abound over *TV-Cable Week* loss. System operators seek replacement for defunct guide. **Page 51.**

Craig Leddy

Robert Roper

Cable's copyright voice

NCTA counsel Robert Roper chosen to head appeal of CRT's distant signal rate. **Page 56.**

Looking pretty sharp

A proposed solution to U.S. TV transmission woes not seen as means for improving reception in U.K., which looks to wider screens instead. **Page 56.**

About the cover

Associate Editor Cecilia Capuzzi evaluates cable's potential in the hotel entertainment market in this week's *CableVision Plus*. Cover illustration by Peter Hoey.

This week in PLUS

Hotels and motels represent a significant—if limited—market. And it's a market that cable may have inadvertantly given over to SMATV by its procrastination. What the hotels need, some say, is a different kind of sales pitch from the one that cable's accustomed to; and what the hotels may not need are 36-channel systems. The trick seems to be selling them the most popular services and leaving the rest for the residential customers. . . Meanwhile, PIRCS is taking another view of the hotel market. The division of International Anasazi is banking on the convenience factor of transactional services to make its 60-channel system a hit with both the hotel and the guest. The hybrid system will combine interactive services via satellite and cable services via cable. **Pages 27-50.**

Cable services subscriber counts

Satellite-fed basic services	Affiliates	Subscribers	% change in subs	from 8/31
ACSN: The Learning Channel	461	3,600,000	+5.27	
AP News Cable	445	4,700,000	NA	(4/30)
ARTS (Hearst/ABC)	1,936	11,804,541	+.03	
Black Entertainment Television (BET)	217	4,600,000	+5.86	
Cable Health Network (CHN)	1,290	12,800,000	+3.28	
Cable News Network (CNN)	3,682	20,825,000	+3.98	
CNN Headline News	584	4,659,844	+4.08	
C-SPAN America's Network	1,100	14,500,000	NC	
CBN Cable Network	3,820	22,202,875	+6.53	
Country Music Television	27	1,200,000	NA	(6/30)
Daytime (Hearst/ABC)	734	9,552,124	+.5	
Dow Jones Cable News	134	1,620,000	+13.5	
Electronic Program Guide (EPG)	105	2,101,651	+12.38	
Entertainment and Sports Programming Network (ESPN)	6,281	24,100,000	+2	(8/31)
Eternal Word Television Network (EWTN)	95	1,622,000	+.012	
Financial News Network(FNN)	758	9,000,000	NC	
Modern Satellite Network (MSN)	501	8,221,370	+.01	
Music Television (MTV)	1,900	15,000,000	+6.66	
The Nashville Network (TNN)	1,200	10,000,000	+18	
National Christian Network (NCN)	108	1,439,153	-1.39	
National Jewish Television (NJTV)	147	2,823,916	+1.77	
Nickelodeon	2,925	13,950,000	+8.63	
PTL Satellite Network	766	8,000,000	NC	
Reuters News View	375	3,500,000	NC	(8/82)
Satellite News Channel (SNC)	1,000	7,500,000	+9.33	
Satellite Program Network (SPN)	460	7,642,868	+2.74	
SIN Television Network[1]	241	3,237,200	NC	
Trinity Broadcasting Network	272	3,218,400	+3.42	
USA Network	3,900	19,000,000	+2.10	
The Weather Channel	1,000	10,000,000	+2	
WGN	4,549	10,714,134	+.9	
WOR	771	4,101,929	+.9	
WTBS	5,451	26,656,000	+3.1	
Satellite-fed basic audio services				
KKGO-FM	13	800,000	NC	
Lifestyle	152	1,800,000	+5.55	
Moody Bible Institute	25	325,580	+1.53	
Satellite Radio Network	50	400,000	NC	(4/83)
SCAN	12	108,000	NC	(5/83)
WFMT	163	887,952	-23.2	
Satellite-fed pay services				
Bravo	85	125,000	NA	(8/83)
Cinemax	1,800	2,500,000	NC	(5/83)
The Disney Channel	942	NA	NA	
GalaVision	180	125,000	NC	
Home Box Office (HBO)	5,000	12,500,000	NC	(5/83)
Home Theater Network (HTN)	385	225,000	+24.4	
The Movie Channel (TMC)	2,600	2,500,000	NC	
The Playboy Channel	270	500,000	NA	(8/83)
Showtime	2,700	4,500,000	+8.8	
Spotlight	225	765,000	+1.96	(7/31)
Regional entertainment services				
Atlanta interfaith	7	126,000	+4.76	
Atlantis Entertainment Network	5	9,800	NC	
Bay Area Religious Channel (BARC)	34	200,000		
Buffalo Sabres Hockey	9	325,000	NC	(2/83)
Festival-The Texas Cable Network	5	524,000	+9.35	
Home Sports Entertainment (Dallas)	NA	NA	NA	
Home Sports Entertainment (Houston)	5	10,500	NC	
Home Sports Entertainment (Pittsburgh)	NA	NA	NA	
Life Newsvision (Chicago Suburbs)	6	11,000	NC	(6/83)
Madison Square Garden	49	1,500,000	NC	
MetroChannel	5	110,000	NC	
Newsday Cable	1	190,000	NC	(5/83)
PRISM-Philadelphia	87	352,500	+.28	
Sonics Superchannel	10	23,500	NC	(4/83)
SportsChannel (New England)	34	20,000	NC	(3/83)
SportsChannel (New York)	33	300,500	+2.33	
SportsVision	10	11,000	+9	
Video Music Channel	4	110,000	NC	
Z-Channel	17	91,324	+1.2	
Non-satellite-fed services[2]				
Fuji Network	4	2,740	NC	
Nippon Golden Network	2	2,000	NA	
PlayCable	20	NA	NA	
The Pleasure Channel[3]	7	10,000	+65	

Announced non-satellite services	Expected launch
The Cable Shop	11/83
The Games Network	12/83
Announced regional services	
Box Seat	1/84
The Sports Network (Group W)	4/84
Capital Sports (Capital region)	
Pro-Am Sports (Michigan)	
Sonics Superchannel (Pacific NW)[4]	
SportsVision (Chicago)[5]	

Regional entertainment services	Affiliates	Subscribers	% change in subs from 8/31
Wisconsin All-Sports Network (Wisconsin)[6]			
Sports Time (Anheuser, Multimedia, TCI)		4/84	
Announced satellite-fed services			
Almi Group Network		TBA	
The Aloha Network		TBA	
American Christian Television Systems (ACTS)		3/84	
Apollo Entertainment Television		4th quarter 1984	
The BuenaVision Channel		TBA	
Cable Jazz Network		9/83	
The Channel Black		4rd quarter 1984	
Comedy Entertainment Network			
Telecommunications Station (CENTS)		1st quarter 1984	
The Community Char...el		TBA	
Kidvid Network		3/84	
M-Net		1984	
Magicable		TBA	
National Jazz Network		4th quarter 1983	
The Nostalgia Network (Lewmark Productions)		TBA	
The Pleasure Channel		11/83	
Satellite News Channel II		1/84	
The Silent Network		1/84	
SolarVision		Fall 1983	
Star Video Music		3rd quarter 1983	
Video Concert Hall		TBA	
Video Music Channel		4th quarter 1983	
The Work Channel (Lewmark Productions)		TBA	

Note: Subscriber and affiliate counts are as of 8/31/83 unless otherwise indicated.
NA denotes not available.
NC denotes no change.
TBA denotes to be announced.
[1] Total SIN reach. Total Spanish-speaking households: 27,217,700.
[2] Non-satellite fed services represent bicycle tapes—programming videotaped and mailed to cable operators.
[3] Soon to be satellite-fed.
[4] Now active.
[5] Now active.
[6] Expected launch 3/84.

Source: ICR, Cable Information Service—a Titsch Communications division.

National cable advertising

This chart lists national advertising sales by the basic cable networks during September 1983.

ARTS
American Home Products (R)
Anheuser-Busch (R)
AT&T (R)
Carson Products (R)
Citizen Watch (R)
Coca Cola (Taylor Wines) (R)
Eastman Kodak (R)
Exxon (R)
Ford (R)
General Motors (R)
Greek National Tourist Organization (R)
Gulf Oil (R)
Halson (R)
Lennex (R)
Mobil Oil (R)
Piper-Heidsieck Champagne (R)
Phillips Petroleum (R)
Polaroid (R)
Prudential-Bache (R)
Universal Pictures (R)
University of Texas Press (R)
Warner Communications (Atari) (R)
Yves St. Laurent (R)

BET
American Home Products (R)
Anheuser-Busch (R)
AT&T (R)
Campbell Soup (R)
Carson Products (R)
Coca-Cola (R)
The Disney Channel (N)
Eastman Kodak (R)
Ford (R)
HBO (R)
IBM (R)
Kraft (R)
Mobil (R)
Pepsico (R)
Procter & Gamble (R)
Sears (R)
U.S. Army (R)
U.S. Coast Guard (R)
Wrigley's (R)

C-SPAN
AT&T (N)
Getty Oil (R)
Merrill Lynch (R)
W.R. Grace (R)

CBN Cable Network
American Egg Board (N)
American Express (N)
Avis (N)
California Raisin Advisory Board (R)
Campbell Soup (N)
Fisher-Price (N)
Fodor's Modern Guides (N)
Gerber (N)
K-Tel (N)
Kimberly-Clark (N)
Mennen (N)
Modern Bride (N)
National Liberty Insurance (N)
National Tourist Board (N)
Oscar Meyer (N)
Playtex (N)
Quaker Oats (N)
Questor (N)
Sandoz (N)
Time (N)
Tony's Pizza (R)
Warner Communications (N)

CNN
Armour-Dial (N)
AT&T (R)
Bristol Meyers (R)
Campbell Soup (R)
Coca-Cola (R)
Ford (R)
Frances Denny (N)*
General Foods (R)
Hanes (R)
John Hancock (N)

Cable stats

Johnson & Johnson (R)
Magnavox (N)
Murjani (Gloria Vanderbilt) (N)
Northwest Orient (N)
Procter & Gamble (R)
Quaker Oats (N)
Ralston Purina (R)
Seagram's (N)
Sears (R)
Sherwin Williams (R)
Time (R)
U.S. Army (R)

CNN Headline News
American Gas Association (R)
Apple Computers (R)
Campbell Soup (R)
Clorox (R)
Coca-Cola (R)
Colgate/Palmolive (R)
Dow Jones (R)
Ford (R)
Gulf Oil (R)
Haggar (R)
John Hancock (R)
Procter & Gamble (R)
Remington (N)
Smithsonian (R)
Sporting News (R)
Union Carbide (R)
Urban General (R)
Wausau Insurance (R)
Winn Dixie (R)
Wrigley's (R)

Country Music Television
Anheuser-Busch (R)
General Mills (Red Lobster) (R)
General Motors (R)

Daytime
Ace Hardware (R)
Allied Corp. (R)
American Cyanamid (R)
American Egg Board (R)
American Home Products (R)
American Thread Co. (R)
Anchor Hocking (R)
Bandai America (R)
Boehringer/Ingilheim (R)
Brown Shoe (R)
C.M. Offray & Son (R)
Campbell Soup (R)
Cheeseborough Ponds (R)
Del Monte (R)
DMC (R)
Dow Chemical (R)
Eastman Kodak (R)
Ethan Allen (R)
General Foods (R)
General Mills (R)
General Motors (R)
H.J. Heinz (R)

J.C. Penney (R)
Kikkoman (R)
Kimberly Clark (R)
Kraft (R)
Leggs (R)
Levelor (R)
Manufacturers Hanover Trust (R)
Mobil Oil (R)
North American Phillips (R)
Northern Laboratories (R)
Nylint (R)
Pocket Books (R)
Procter & Gamble (R)
Quaker Oats (R)
Ralston Purina (R)
Saks Fifth Avenue (N)
Searle (N)
Revlon (R)
Scott Paper (R)
Sears Roebuck (R)
Simplicity Patterns (R)
Singer (R)
TWA (R)
Universal Pictures (R)
Warner Lambert (R)
Weight Watchers (R)
Whitehall Labs (R)

Dow Jones Cable News
Barron's (R)
Dow Jones (R)*
Hilton Hotels (R)
Waldorf-Astoria (R)

ESPN
Allstate Insurance (R)
American Cyanamid (R)
Arkla (N)
Armor All (R)
Athlete's Foot (N)*
Century Publishing (R)
Champion Spark Plugs (R)
Clorox (R)
Dean Witter (N)
Dow Jones (R)
Dunlop (R)
First Jersey Securities (N)
Footjoy (R)
Gatorbait (R)
General Motors (R)
Gerry Ford Celebrity Golf Tournament (N)*
Independent Insurance Agents of America (N)
Kapalua International Championship Golf (N)
Loctite (R)
Nationwide (N)
Newsweek (R)
Northwest Orient (N)
Pendleton (R)
Scott Paper (R)
Sentury Insurance (N)
Sports Illustrated (R)
Super 8 Motels (R)
TrueValue Hardware (R)
Trustworthy Hardware (R)
Union Carbide (R)
Wang (N)
Wemsley Industries (N)*
Wrangler (R)
Zenith (R)

Financial News Network
American Airlines (R)
American Monetary Association (R)
Andrew Peck (R)
Argentex (R)
British Airways (R)
Business Week (R)
Capital Preservation Fund (R)
Cardiff Publishing (R)
Charles Schwab (R)
Clayton Brokerage (R)
Colonial Penn Life Insurance (R)
Dean Witter (R)
Discount Plus Commodities (R)
Dow Jones (R)
Eastern Airlines (R)
The Finer Edge (R)
Fisher Stereo (R)
G.E. Credit Corp. (R)
Guardian Precious Metals (R)
General Motors (R)
Hawaiian American Cruises (R)
JNC Magazine (R)
International Trading Group (R)
Investment Metals International (R)
Kiplinger (R)
Lind-Waldock Commodities (R)
Mabon Nugent (R)
Marsten System (N)*
MCI (R)
Merrill Lynch (R)
Monex (R)
National Geographic (R)
Newsweek (R)
North American Systems (N)
OTC Review (R)
Paulson Investment (R)
Premeco (R)
Prudential-Bache (R)
Quick & Reilly (R)
Remote Computing Group (R)
Research Magazine (R)
Rouse, Woodstock (R)
Sears (N)
Sharper Image (R)
Silver Reed of America (N)*
Smythe Wheatly (R)
Standard and Poor's (R)
Tandy Corp. (R)
Toyota (R)
Value Line (R)
Wellington Financial (R)
West Coast Metals (R)
William O'Neil (R)

MSN
Bradford Exchange (R)
Certainteed Insulation (R)
Dupont (R)
Georgia Peanut Commission (N)*

The Nashville Network[1]
Acme Boots (R)
Beaird-Poulan (N)
CBS Records (R)
Champion Spark Plugs (R)
Columbia Pictures (R)
Eastman Kodak (R)
Flying Tigers (N)
Ford (R)
General Motors (R)
Gusto Records (R)
Haggar (N)
Kraft (R)
Lorillard Tobacco (N)
Martha White (R)
Members Only (N)
National Life & Accident Insurance (R)
Playboy (R)
Philip Morris (R)
R.J. Reynolds (R)
Ralston Purina (N)
Stroh Brewery (R)
Suffolk Marketing (N)
Time (R)
Universal Pictures (R)
Warner Lambert (R)

National Jewish Television
Coleco (R)
Crazy Eddie (R)
El Al (R)
EMGO (R)
Goody Products (R)
Israel Coins and Metals (R)
Sheraton (R)

SIN
Anheuser-Busch (R)
Bendix (R)
Campbells (R)
Procter & Gamble (R)
S.C. Johnson (R)
Sears (R)
Texize (R)
Twentieth Century-Fox (R)
Universal Pictures (R)

SNC[1]
American Motors (R)
Auto Week magazine (R)
Barron's (R)
Business Week (R)
Charles Schwab (R)
Colonial Penn Insurance (R)
Continental American Insurance (R)
E.Z. Painter (N)
Eastman Kodak (R)
Ecko (R)
Family Gym Centers (N)*
Franklin Mint (N)
G.D. Searle (R)
General Motors (R)
Georgia Pacific (N)
Global Tools (N)*
Haggar (R)
Harvard Business (R)
Kingsford Charcoal (R)
Kingston Trio (N)
Magnavox (N)
Pfizer (R)
Philip Morris (R)
Ralston Purina (R)
Time (R)
Union Carbide (R)
Weber Grills (R)
Weed Eater (R)
Woolite (R)

SPN
Architectural Digest (N)
Century 21 (N)
North American Systems (N)
Pfaff Sewing Machines (N)
Qantas Airlines (N)
Searle (N)

TeleFrance
Chanel (R)
Metropolitan Opera Guild (R)
TV Guide (R)
U.S. News & World Report (R)

USA Network[2]
Activision (R)
Allstate (N)
American Gas Association (N)
American Home Products (R)
Anheuser-Busch (R)
Automatic Data Processing (N)*
Dean Witter (N)
Dunlop (N)
Duracell (R)
General Foods (R)
HBO/Cinemax (R)
Hyatt Hotels (R)
IBM (N)
Levi Strauss (R)
Mobile (R)
North American Systems (Mr. Coffee) (N)
Northwest Airlines (N)
Noxell (R)
Pepperidge Farms (N)
Quasar (N)
Sears (R)
Sergio Valenti (N)*
Tennis Magazine (N)
Warner Lambert (R)
Zenith (N)

The Weather Channel
American Motors (R)
American Gas Association (R)
ANCO (R)
Beaird-Poulan (R)
Champion Spark Plugs (R)
Eastman Kodak (R)
Lennox (R)
Philip's Petroleum (R)
Prudential-Bache (R)
Scott Paper (R)
Union Carbide (R)
United Airlines (R)

WTBS
American Homes (R)
Beachnut (R)
Beierdorf (R)
Campbell Soup (R)
Coca-Cola (R)
Colgate Palmolive (R)
Commodore (R)
Hershey (R)
Holly Farms (N)
Kellogg's (R)
Legg's (R)
Miles Laboratories (R)
Multicron (N)*
Noxell (R)
Panasonic (R)
Pillsbury (R)
Procter & Gamble (R)
Quaker State (R)
Sears (R)
Sentry Insurance (N)
Valvoline (R)
Warner Lambert (R)

* New to network advertising
R denotes renewal client
N denotes new client
Total advertising clients for September: [1] 45 clients, [2] 102 clients, [3] 50 clients, [4] 115 clients, [5] 89 clients, [6] over 55 clients

Source: ICR Cable Information Service—a Titsch Communications division

Cable barometer

Television households (TVHH) 83,300,000
Homes passed by cable (HP) . 52,333,336
Percent of TVHH passed by cable 62.7%
Basic cable subscribers . 29,060,756
Percent of TVHH with basic cable 34.5%
Pay cable subs 17,308,666
Percent of TVHH with pay cable 20.5%
Percent of HP with pay cable 33.1%
Percent of basic subs with pay cable .. 59.6%

Figures are as of Aug. 31, 1983.
The percent of TVHH with basic cable as of 5/31/83 should have read 34.4%.

Source: ICR Cable Information Service—a Titsch Communications division